

# AUTOMOBILE NEWS FOR THE DEALER AND THE CAR OWNER

EDITED BY BURTON S. BROWN.

## WHY WE NEED MOTOR TRUCK COOPERATIVE DELIVERY

The Seventh of a Series of Articles on Motor Truck Cost and Performance, Written for Business Men by an Expert.

By GEORGE W. GRUPP.

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An expert after making a very thorough study of the milk delivery situation in the city of Chicago declared that five times as many wagons were used as were actually necessary in the delivery of milk. And that six out of eleven wagons which sometimes enter the same block at the same time, whose mileage ranges from three to eighteen miles, could be handled by one motor truck with one driver and one helper. All of this goes to show that the overlapping of delivery, whether it be milk or any other commodity, by hordes of small dealers is costing the consumers much money. Therefore, why not save this money and organize motor truck cooperative delivery companies?

Some of the small merchants will be compelled to resort to motor cooperative delivery if they want to be able to compete with chain stores which are able to sell their goods for less than the ordinary merchant because they sell for cash and make no deliveries.

The census bureau after making an investigation of 120 retail merchants in the city of Washington, and which they claim is a fair average for all American cities, found that the cost of delivery percentages for the different businesses are as shown in the graphic chart:

### GROCERIES

### MILK

### ICE CREAM

### COAL and WOOD

### BAKED GOODS

### LAUNDRY

### ICE

Graphic chart showing the cost of delivery percentages for different businesses in the city of Washington.

It is self-evident that considerable of this cost could be cut down if motor truck cooperative delivery service were installed by the merchants.

This idea of co-operative delivery is no dream. The idea has been successfully worked in different parts of the United States. The Commercial Council of the Council of National Defence after making a survey of only forty-seven cities located in twenty different States, whose population ran anywhere from 2,000 to 200,000 reports that thirty were successful, five were failures and that twelve were doubtful. The doubtful ones were so declared because they had just come into existence at the time the survey was made.

Cooperative delivery has very distinct advantages over the individual delivery system. Such system of delivery relieves the merchants of all worry about hiring and firing drivers and the maintenance and cost of operating vehicles of delivery. His cost of delivery is decreased and this even at an added increase in volume of business. It enables him to concentrate all of his attention on buying and selling commodities handled in his stores and incidentally it enables him to give more attention to his customer's wants.

Of course there are pitfalls. And these are due to improper selection of type and capacity of truck, the neglect of some managers to take into account the volume of business to be done, etc. Other causes for failures are the lack of knowledge in truck operation, maintenance and performance, the hiring of an incompetent manager, unscientific basis of rate making, and the lack of some merchants lending full support to the idea if it happens to be a mutual company instead of private one.

Whether the company is to be a private or mutual one the first thing to do is to look over the field of delivery, kind of goods to be handled, etc. Perhaps it would be well to let an expert look over this field. He will then tell

trip laid out. By so doing the delivery truck when it returns may be started off again in a few minutes. The only time it will take is the wheeling of the empty nest body off and wheeling the loaded one onto the truck body.

If the cooperative delivery is to be a private company financed by independent capital, a number of elements must be taken into account. They are as follows:

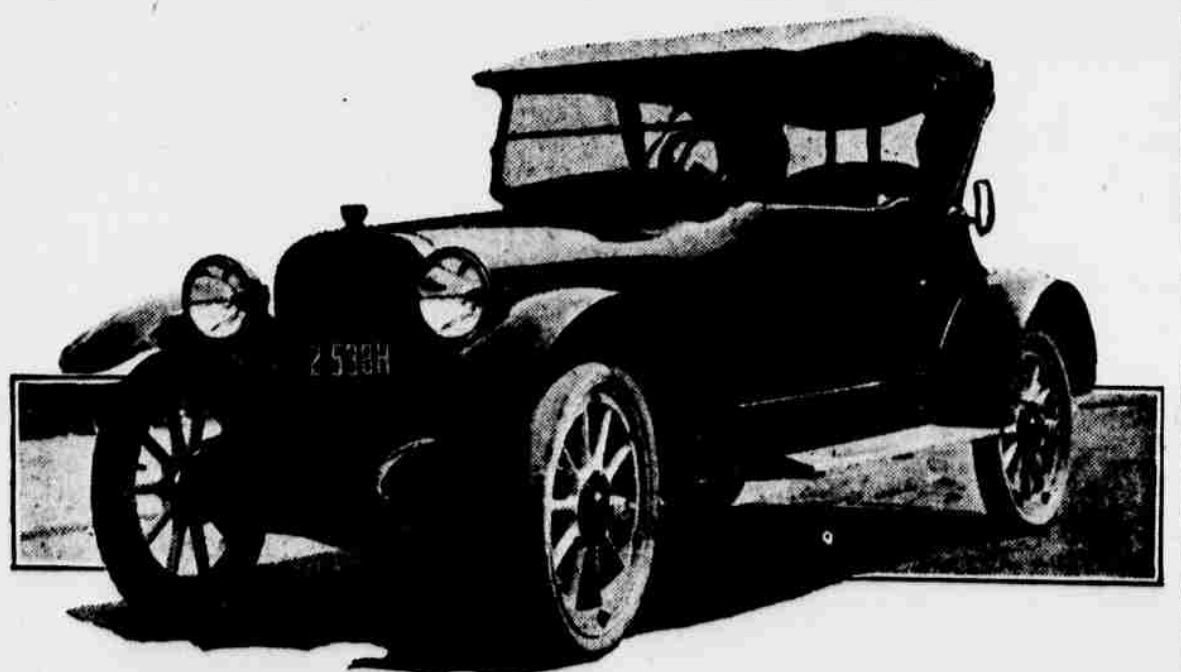
- Rentals, leased property.
- Annual depreciation.
- Taxes.
- License fees.
- Insurance.
- Salaries of administration officers and clerks.
- General office expense.
- Advertising.
- Bad accounts.
- Bookkeeping, billing and making collections.
- Labor cost to operate equipment.
- Supplies and parts.
- Shippers' losses.
- Repairs, other than depreciation.
- Interest on working capital.
- Interest on investment.
- Welfare work among employees.
- Annual appropriation for surplus fund.
- Number of packages to be delivered.
- The distance of delivery service.
- Cost of C. O. D. service.
- The character of the goods to be handled.

With this data before one a scientific rate can be arrived at.

### Motometers on Racing Cars.

It is an interesting fact that every car entered in both the Futurity and Hackney handicap automobile races at Sheephead Bay was equipped with a motometer. The instrument measures the temperature of the water in the radiator and to warn the driver when the danger point is approached. Drivers on the track were frequently observed from the grand stand to slow down for a lap or two after a particularly hot burst of speed, apparently warned by their motometers.

### Four Passenger Roadster—A Big Favorite



One of the interesting things in the development of models is the way the four passenger roadster "caught on" from the very first and continues to be a big favorite. When first introduced these models were not as roomy as they are now, but with the introduction of divided front seats and with special

attention given to the width of seat and the room in the rear compartment they have developed into special favorites with the small family. They are big sellers.

The Chandler Motor Car Company was the first to give special attention to the designing of a roomy four passenger roadster, and that is probably

## Some Public Men Chatter Absurdities About 'Pleasure Cars'

By H. B. LEWIS, Packard Motor Car Company of New York.

What is a pleasure car? Presumably a car that is used primarily for pleasure. No vehicle can be a pleasure vehicle per se, for vehicles are built for transportation and transportation is not of itself a thing of pleasure, but the process of carrying people or commodities from one place to another.

A railroad is used daily for the pleasure of some passengers, but we do not call it a "pleasure railroad." If it were used chiefly for pleasure we should have right to do so, but the total of its passengers who ride for pleasure as against its total tonnage of passengers and freight combined is such a trifling percentage that we scarcely consider them at all in estimating its usefulness.

The telephone does as much to promote pleasure as any other institution in the world, but who calls it a "pleasure telephone"? The horse in his palmy days was used for pleasure—even now, stepchild though he has become, he is not guiltless of the charge—yet his services as a whole have been so predominantly practical that he escapes the opprobrium of being a "pleasure horse."

After the satisfaction of one's sheer physical need an extra potato to appease the appetite is surely a "pleasure potato"—and many such there have been since the days of St. Patrick—yet the sustaining potato is sufficiently preponderant to avert for its species the odium attaching to that designation.

Barring the gallows, the guillotine, the electric chair, the Hun and the few other unmitigated horrors in our catalogue there are precious few commodities atop of earth that have never been known to give pleasure, but still fewer are those incapable of any other function. Among them all, however, the passenger automobile alone stands cursed with a descriptive term wholly devoid of utilitarian suggestion. Skates are not "pleasure skates," golf clubs are not "pleasure clubs"—nothing in the whole list of utensils devised for recreation bears a title so destructive as the private carriage of the busy modern worker—a carriage far more democratically used than the horse carriage of old; a carriage as cheap per passenger mile as the horse carriage and with ten times its radius of action; a carriage that annually in this country carries 25,000,000,000 more passengers than the railroads—more, indeed, than steam and electric roads combined, and that saves a billion dollars worth of time per annum on even the most trifling valuation of the hours it conserves.

Well, either it is a "pleasure car" or it is not, this nimble convenience of ours. There is no "twilight zone." What it depends on where it goes. If the farmer's car is used six-sevenths to save his productive hours the fact that one-seventh of its use is for a needed outing now and then certainly does not warrant shunting it into the pleasure class. If the doctor's car expands his usefulness tenfold the fact that now and then it also refreshes his lungs and rests his tired nerves can never detract from the utilitarian character of its primary function. If the busy woman's car enables her to add work for the Y. W. C. A., the Red Cross and the National League for Woman's Service to the well filled schedule of her peace time services it does not become a thing only of pleasure because at intervals it also recruits her vital energies, sorely pressed as they are under the unwonted strain.

If the business man's car extends his usefulness into a dozen fields he could not touch without it and saves himself hundreds of productive hours a year to boot its by-products in the way of pleasure are only amplifications of its usefulness.

But does it do these things? Well, let the owner speak for himself. Take a canvass of the reasons why your friends use motor cars. Find one, if you can, who bought his car chiefly for the pleasure it would give. Find one who thinks it is a thing he can spare without forfeiting great possibilities of usefulness at this time when every tool we have that makes for larger service must be worked to its limit.

It is certain why Canadians have found it expedient since war began to buy nearly five times as many passenger cars as they had when it broke out.

Determine the number of people on this continent who have felt it necessary to do without a host of other things for the purpose of owning the motor cars they found so much more useful.

Figure how we should do the useful things our motor cars make possible if there were no motor cars in service. Discover

for yourself, as we have discovered, that 2,700,000 additional horses worked to the limit every day could barely shoulder the burden in their sluggish, inefficient way, and that it would take 13,600,000 acres not now in cultivation to feed the horses.

And when you have summed it all up go back to your vocabulary and extirpate that lying phrase "pleasure car."

But before the last glad rites to its memory are solemnized let us pause just a breath to consider how it even gained its cancerous hold on the fair fame of a modern utility scarcely second to the telephone in its practical service to the race. Perhaps the casual gentry who bandy it about so maddeningly in their easy assumption of the motor car's dispensability are only speaking the language they were taught. Possibly automobile advertising and salesmanship of the past has built up a mental impression of something produced for sport alone—something held so cheap by its producers that it could not be sold by ordinary merchandising methods but must be eased into popularity by whatever claptrap seemed best suited at the moment to separate the public from its money.

The utilities of this world are not marketed by proclaiming them "smartest," "most beautiful," "liveliest," "unprecedented," "unparalleled," "the last word," "the only car for people of discrimination," "the greatest motor of them all," "the most amazing value ever offered"—by using every irresponsible superlative in the language in one's printed message and by everlasting panning the other fellow in one's spoken plea—a combination of errors all too common heretofore in motor carriage salesmanship and one ideally calculated to create in the public mind a lack of respect for the passenger motor car as an institution by discrediting the sincerity of the industry behind it.

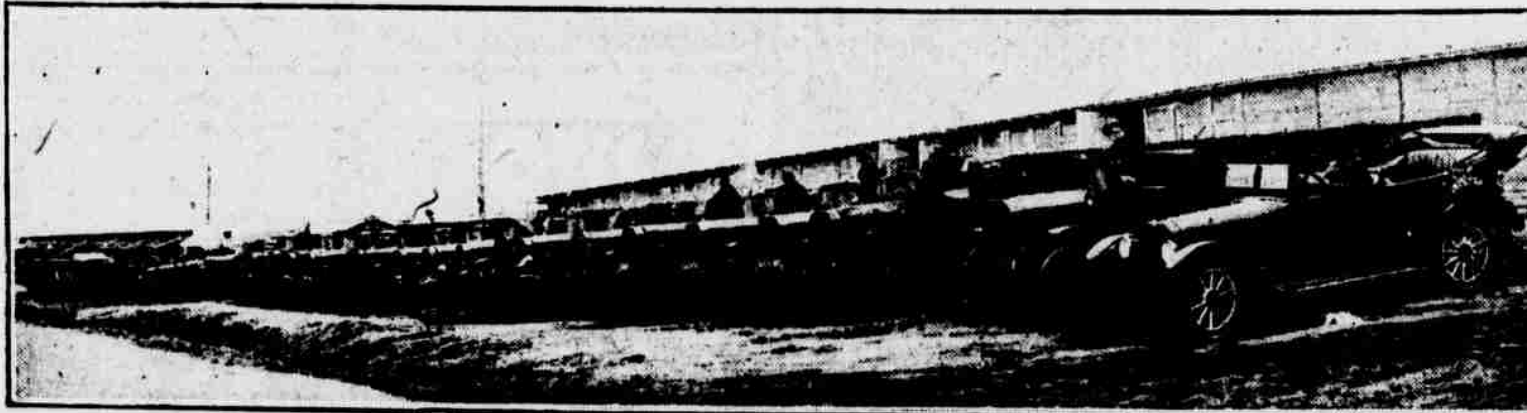
Utilities are presented as such and sold on their adaptability to the needs of persons who require their particular species of service. The telephone ad. shows the night call to the doctor, Yale lock copy shows the burglar baffled at the door, the tractor is pictured turning furrows in a fifty acre corn field, and so it goes right down the list. Motor carriage publicity, on the other hand, has catered to caprice, its pictorial effects have suggested nothing but the trivial, its verbiage has been one long flow of hyphens—with the natural result that people who have not discovered from direct experience how much more substantial it is as an institution than the thing its producers have been picturing classify it mentally with gewgaws and gimcracks.

Naturally in the first national frenzy to give war the right of way a thing so widely used and yet so fatuously sponsored is one of the first to be singled out by theorists as a fitting sacrifice to the cause. Fortunately disparagement of a good thing redounds in the long run to its advantage. The times are too serious for hasty action on propaganda of any sort, and the close scrutiny the motor car has received under this pressure has actually done more to establish its indispensability than all the friendly eulogies of its advertisers for the past ten years. It has led to such significant pronouncements as that of the Fuel Administrator in his exemption granted garages under the Monday closing order on the ground that automobiles are public utilities, and that of the United States Farm Loan Board in listing passenger motor cars as necessary farm equipment for the purchase of which the farmer may borrow money under the board's plan for aiding agriculture, and in spite of every argument adduced to discourage the buying of automobiles their sales are so well sustained that a shortage is among the possibilities of the late summer season.

But no thanks to us, except for having built better than we talked. Our business vision has fallen far short of our creative genius and the rage in our hearts when public men chatter absurdities about the "pleasure car" is merely the grief of our own absurdity come home to roost. Among the many reflexes of this mighty war is certainly detested to be a new type of motor carriage salesmanship. In the long run whatever it may have cost the industry to learn the consequences of triviality will be well worth the sacrifice. Better the lesson should come at a time when conditions were demonstrating the indispensability of the motor car without any help from us than in a day when time and labor saving machinery of every kind was not at its highest premium.

The gods have done us a great kindness in pointing out our errors so considerably. Let us profit by their mercy.

## Upton's Veteran Trucks Have Seen Mexican Service.



Arriving at Camp Upton almost the first thing that attracts one's attention is a mud-spattered army motor truck whizzing over the rough roads. Then out a side street comes another truck, then another, and finally a long line of trucks are bound in different directions and all seem to be in a great hurry.

If a soldier happens to be with you he will say, "There go the veterans." You will look at the lanky drivers and think they are being referred to until the soldier continues: "The fleet of thirty-three Peeries trucks down here is two years old and saw service on the Mexican border before being shipped to this point. They arrived when this place was a wilderness and have been brutes for work ever since."

The accompanying photograph shows

a few of these trucks lined up before the great new motordrome, where they are housed after the day's work is done. In the Peeries touring car at the left of the line is Lieut. L. A. Mitchell, who commands the 32nd Motor Truck company, composed of seventy-six expert drivers and these Peeries trucks.

The trucks not only hauled the lumber that went into the many buildings at Camp Upton, but were busy all last winter, with the thermometer sometimes registering 25 degrees below zero, hauling provisions and stores and making themselves generally useful, keeping things moving. Before the motordrome

was completed they stood in the open without protection in all kinds of weather for many weeks. One cannot take thirty-three ton trucks in out of the rain and place them close to the kitchen stove. They are not built that way.

With all the hard usage these trucks have received they keep doing their day's work on an exacting schedule. When Walter Woods, the Peeries distributor of this city, visited the camp recently to find out from Lieut. Mitchell if the fleet needed any special attention the latter said:

"All they need is gas and water and some oil now and then."

## CASE SIX

### THREE-WAY ECONOMY

Comfort and Utility Without Extravagance

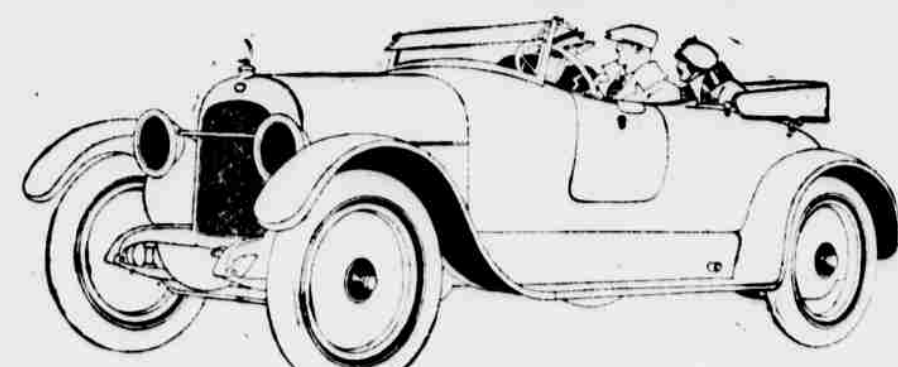
THE NEW CASE SIX IS TIMELY INDEED—OR BETTER SAID, THE TIMES ARE MAKING MORE PEOPLE APPRECIATIVE OF CASE STANDARDS. CASE CARS HAVE ALWAYS BEEN BUILT TO SERVE THE THRIFTY. CASE ALWAYS PRODUCES A CAR THAT BY EVERY STANDARD SHOULD BE PRICED HIGHER. THE CASE SIX EMBODIES TO A GREATER EXTENT THAN HERETOFORE, SUPREME VALUES AT A PRICE MUCH LOWER THAN ASKED FOR OTHER CARS OF ITS CLASS.

DO NOT DECIDE ON WHICH CAR TO BUY UNTIL YOU KNOW THE NEW CASE SIX

H.A. SANDERS MOTOR CORP.

Eastern Distributor

Columbus 4993 1876 BROADWAY, N.Y.



There is an unmistakable air of distinction about the Moon models which ranks them at once with custom built cars of much higher price. Moon individuality in design, color treatment and upholstery has created a new standard of comparison in judging the year's smartest cars.

The first principle in Moon manufacture is "Build the Best." Intrinsic merit and mechanical perfection have not been neglected. Only standard units of proved reliability are

Six-66—4 Pass. Club Roadster, \$1985  
Six-66—7 Pass. Touring, 1985

included in the final assembling. Red Seal Continental Motor, Delco Electric System, Fedders Radiator and Timken bearings are characteristic of the thoroughbred quality which enters into every Moon Model.

Six-45—7 Pass. Touring, \$1785  
Six-36—6 Pass. Touring, 1295

F. O. B. Factory.

A few cars available for early delivery.

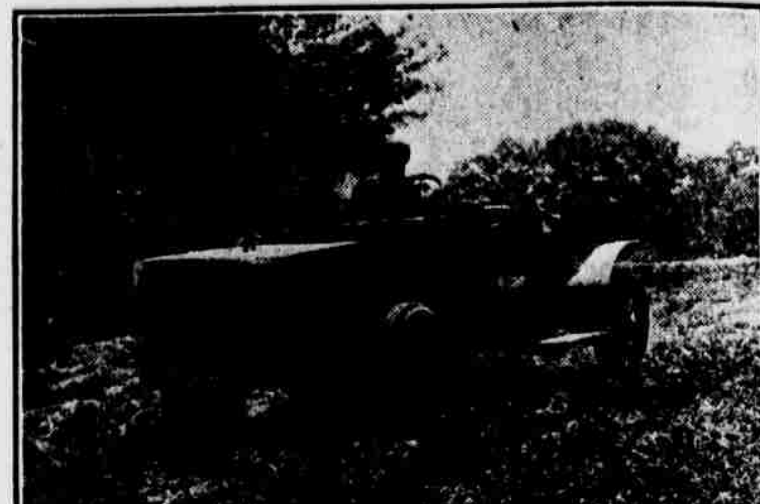
# MOON

MOON MOTOR CAR CO. OF NEW YORK

WILLIAM J. COGHLAN, President

1875 Broadway, at 62nd Street. Phone Columbus, 7718-7719

## Severe Test of Fulton Truck.



One does not realize the terrific tests to which some motor trucks are put before their delivery to owners until he has visited the factory of the Fulton Motor Truck Company at Farmingdale, L. I.

Here one sees the one and a half ton Fulton truck put through its paces under an almost unbelievable overload and on the steepest of grades and the roughest of surfaces.

W. Irvine Pickling, local distributor of the Fulton at 1400 Broadway, says he was amazed at the punishment given the Fulton recently when he visited the factory. Pickling was telling a customer in his Broadway store last week about the cement blocks the factory people loaded on the trucks for their test runs. He said that it represented about four thousand pounds, or one thousand pounds more than the truck's rated carrying capacity. A carburetor salesman who happened to be in the store at the time interrupted Pickling to say:

"You haven't told the complete story. My carburetor was tested on one of the Fulton recently, and I want to tell you that they put four tons on that chassis in the form of two great four thousand pound cement blocks before they considered the truck properly weighted to give my carburetor a suitable test. And that wasn't all. The truck was driven through the fields, up the steepest grades in the vicinity of Farmingdale and finally up the famous Huntington hill with that tremendous overload. The truck went everywhere they wanted it to go. It was an amazing demonstration."

"I guess I had better get out to Farmingdale and see what they do with

## Sells Winther Truck.



R. DUVAL DUMONT.

## FOLLOW THE RULES ALWAYS.

Then You Will Avoid Trouble, Says Houtp.

"According to the head of the Motor Club in Philadelphia," says Harry S. Houtp, president of the Hudson Motor Car Company of New York, "most automobile accidents can be traced to some carelessness on the part of the driver."

"Those who are beginning to drive their own cars may save themselves a sojourn in the hospital or the police court by learning and practicing the following rules:

"Keep to the right, especially on turns. This does not mean right centre. In the event of an accident nine times out of ten if you're on the right you're in the right."

"Stay clear of the car tracks whenever you can. You'll save tires as well as the tenners of many in the trolley behind. Remember that the tracks are reserved chiefly and primarily for the trolley."

"The traffic policeman is your friend. Regard him as such. Cooperate, don't hinder. The bluecoat in the centre of the street has the same relation to you as the watchman at a railroad crossing. "Don't indulge in friendly races in city streets. The results are too frequently painful in more ways than one. Just as the policeman is changing the signal. If you're travelling south the driver of a car going east may also attempt to pass the corner as the alien turns."

"Use your horn judiciously in warning pedestrians. The average automobile horn has an effect just the opposite of what is desired. It frightens and causes indecision."

R. Duval Dumont, formerly with the Motor Vehicle Bureau of the New York Edison Company and until recently one of a trio of crack salesmen with the General Vehicle Company, has been elected vice-president and sales manager of the Winther Truck Company of New York, with headquarters at 120 West Fifty-seventh street. Here at what is practically a factory main office, new concern will have in excess of 1000 feet of ground floor space, model shop, equipment and spare parts lockers and also facilities for displaying all models.

The local Winther concern is organized at six figures and is reported to be going after truck sales in a big way. This does not appear unreasonable, since territory allotted covers four counties in New York State, all of Long Island, nine counties in Jersey and two in Connecticut.

Mr. Dumont has taken with him a service manager, W. H. Kelley, formerly of the Fiat, Packard and General Vehicle organizations, together with the V. shop men, also J. J. E. and P. P. Reservoir of the local and Garford, respectively. With the pleasing personality and large acquaintance among truck buyers "Dum" is well called, should prove quite a team in himself.

The Winther truck, which was developed as a result of experience on the Mexican border, is of the international drive type and is manufactured in six sizes at Winthrop Harbor, Ill.